The Contribution of Values to Understanding Unethicality: Implications for Arrogance in Debate

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Values are often used by politicians:

British values are superior to the messages of terror supporters

said as she signed a book of condolence for the victims of the London Bridge attack. (6/6/17, AOL)

Why should we bother?

Values are systematically related to:

- **Background variables** (e.g., age, education, culture)

- **Attitudes** (e.g., authoritarianism, out-group contact)

- **Preferences** (e.g., political, university major, group identification)

- **Behaviour** (political, environmental, health, delinquency, alcohol use)

Cover today

Using the values circle to understand nuances in the meanings of unethical intentions and behaviours
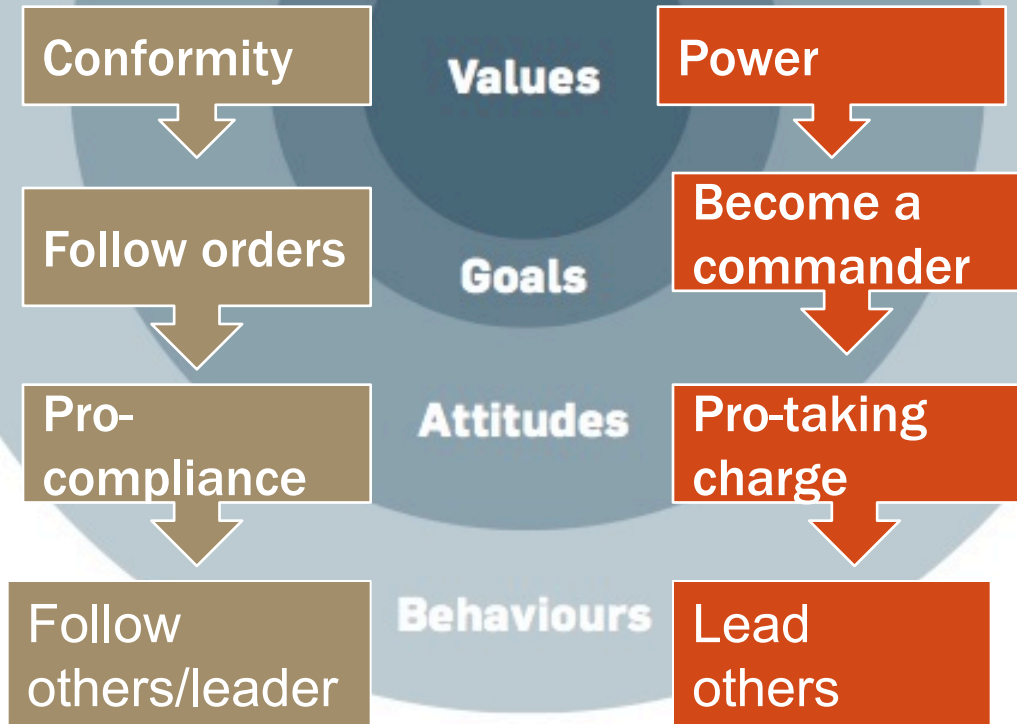
Implications for arrogance in debate

Values are:

- **What is important to people in their lives (e.g., power, kindness)**
  ↓

  Basic motivations
- **General (transcend situations)**
- **Relatively stable**
- **Socially positive (e.g., killing is not a value)**
- **Organized in personal hierarchies (e.g.):**
  - for some people independence > security
  - for others security > independence
- **Location of the value in the personal hierarchy affects perception and behaviour**
- **Measured by questionnaires**

Conformity	Values	Power
Follow orders	Goals	Become a commander
Pro-compliance	Attitudes	Pro-taking charge
Follow others/leader	Behaviours	Lead others

Measurement

1. **SVS (Schwartz, 1992)**

   List of values, rate how important is:

   - EQUALITY (equal opportunity for all)
   - SUCCESSFUL (achieving goals)

   Scale: -1 (opposed) to 7 (supreme importance)

2. **PVQ (Schwartz et al., 1999)**

   - He thinks it is important that every person in the world be treated equally. He believes everyone should have equal opportunities in life.
   - Being very successful is important to her. She likes to impress other people.

   Scale: 1 (very much like me) to 6 (not at all like me)

*PBVS-C (*Döring et al., 2009)

Measurement

3. The Schwartz Value **Best Worst** Survey task (SVBWS; Lee, Soutar & Louviere, 2008) 11 subsets, each consisting of 6 of the 1 value types (Universalism split into two subtypes). Each value type is seen six times and each pair of value types three times. For each subset of value types, respondents are asked to pick the most and least important values that guide their lives.

E.g.:

Most Important (Click ONE)	Of these, which are the most and least important?	Least Important (Click ONE)
O	Social power, authority, wealth.	O
O	Pleasure, enjoying life, self-indulgent.	O
O	Helpful, honest, forgiving.	O
O	Devout, accepting portion in life, humble.	O
O	Politeness, honouring parents & elders, obedient.	O
O	Equality, world at peace, social justice.	O

The Structure of Values (Schwartz, 1992)

Self-direction
- Freedom
- Curious
- Independent
- Creativity
- Choosing own goals
- Privacy
- Self-respect

Universalism
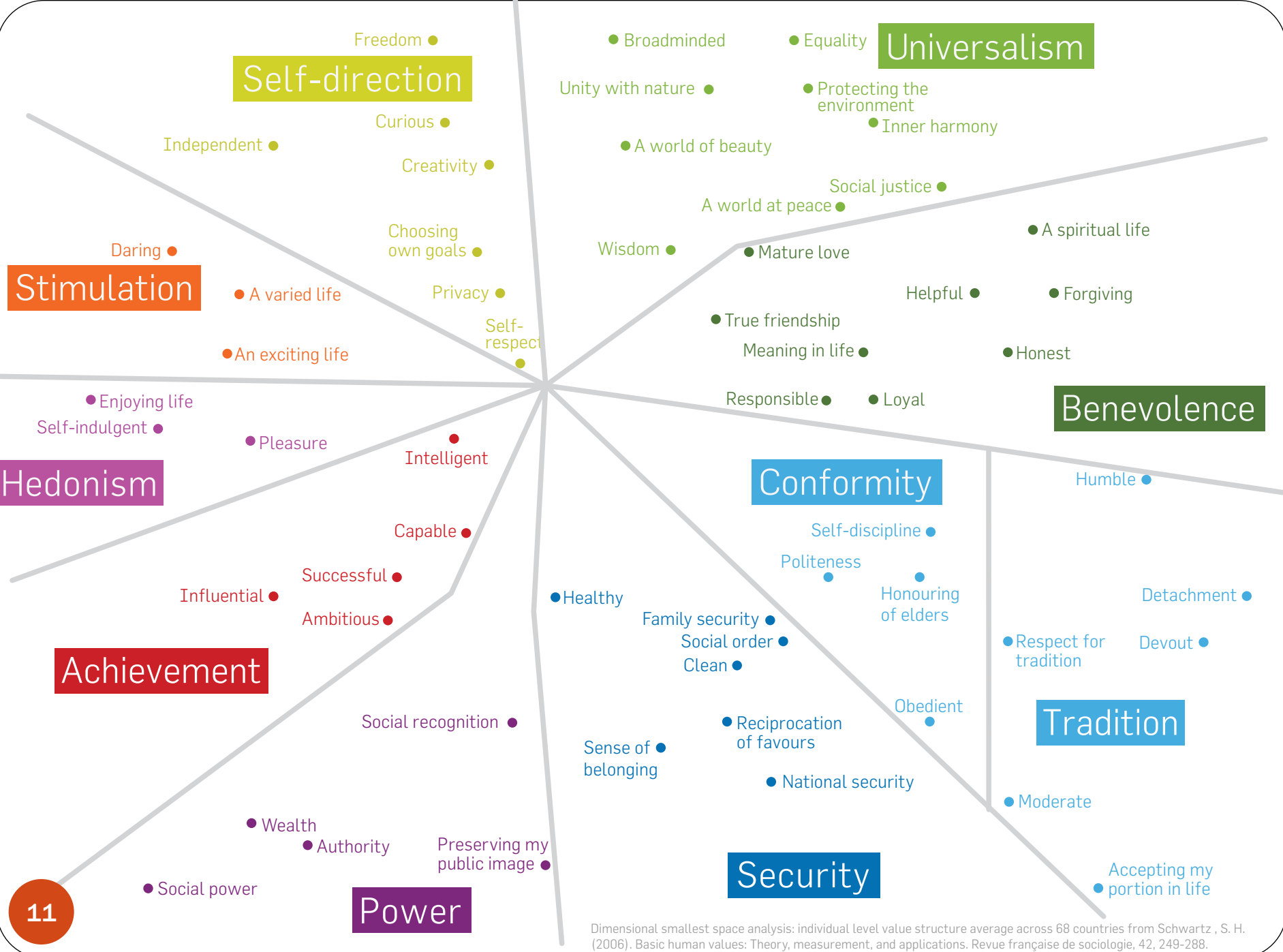- Broadminded
- Equality
- Unity with nature
- Protecting the environment
- Inner harmony
- A world of beauty
- Social justice
- A world at peace
- Wisdom

Stimulation
- Daring
- A varied life
- An exciting life

Benevolence
- A spiritual life
- Mature love
- Helpful
- Forgiving
- True friendship
- Meaning in life
- Honest
- Responsible
- Loyal

Hedonism
- Enjoying life
- Self-indulgent
- Pleasure
- Intelligent

Conformity
- Self-discipline
- Politeness
- Honouring of elders
- Obedient

Tradition
- Humble
- Detachment
- Respect for tradition
- Devout
- Moderate
- Accepting my portion in life

Achievement
- Capable
- Successful
- Influential
- Ambitious

Security
- Healthy
- Family security
- Social order
- Clean
- Reciprocation of favours
- Sense of belonging
- National security

Power
- Social recognition
- Wealth
- Authority
- Preserving my public image
- Social power

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Dimensional smallest space analysis: individual level value structure average across 68 countries from Schwartz , S. H. (2006). Basic human values: Theory, measurement, and applications. Revue française de sociologie, 42, 249-288.
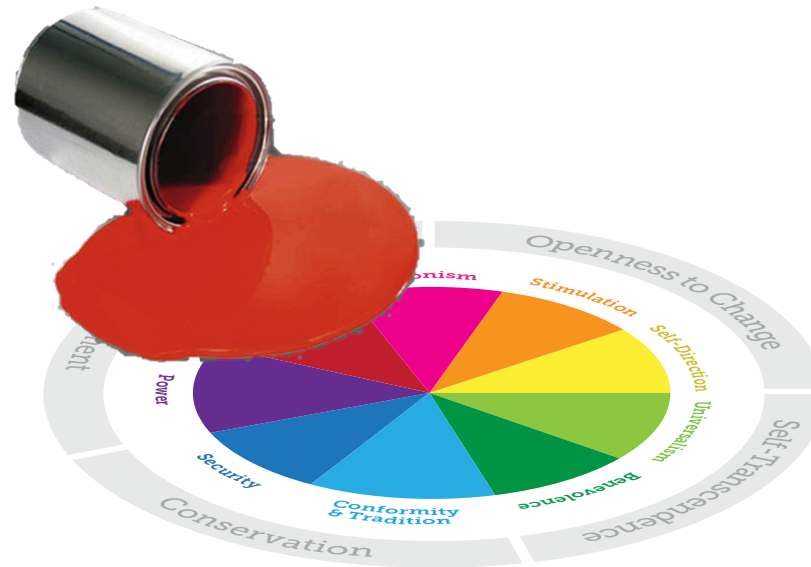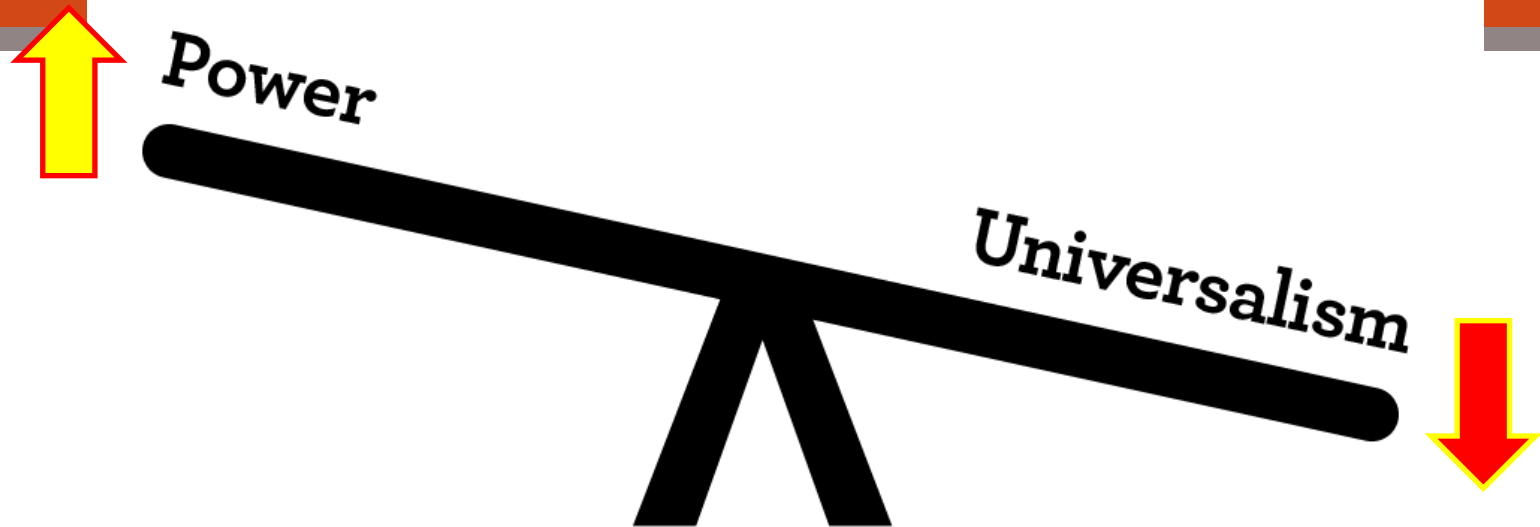
Bleed-Over Effect

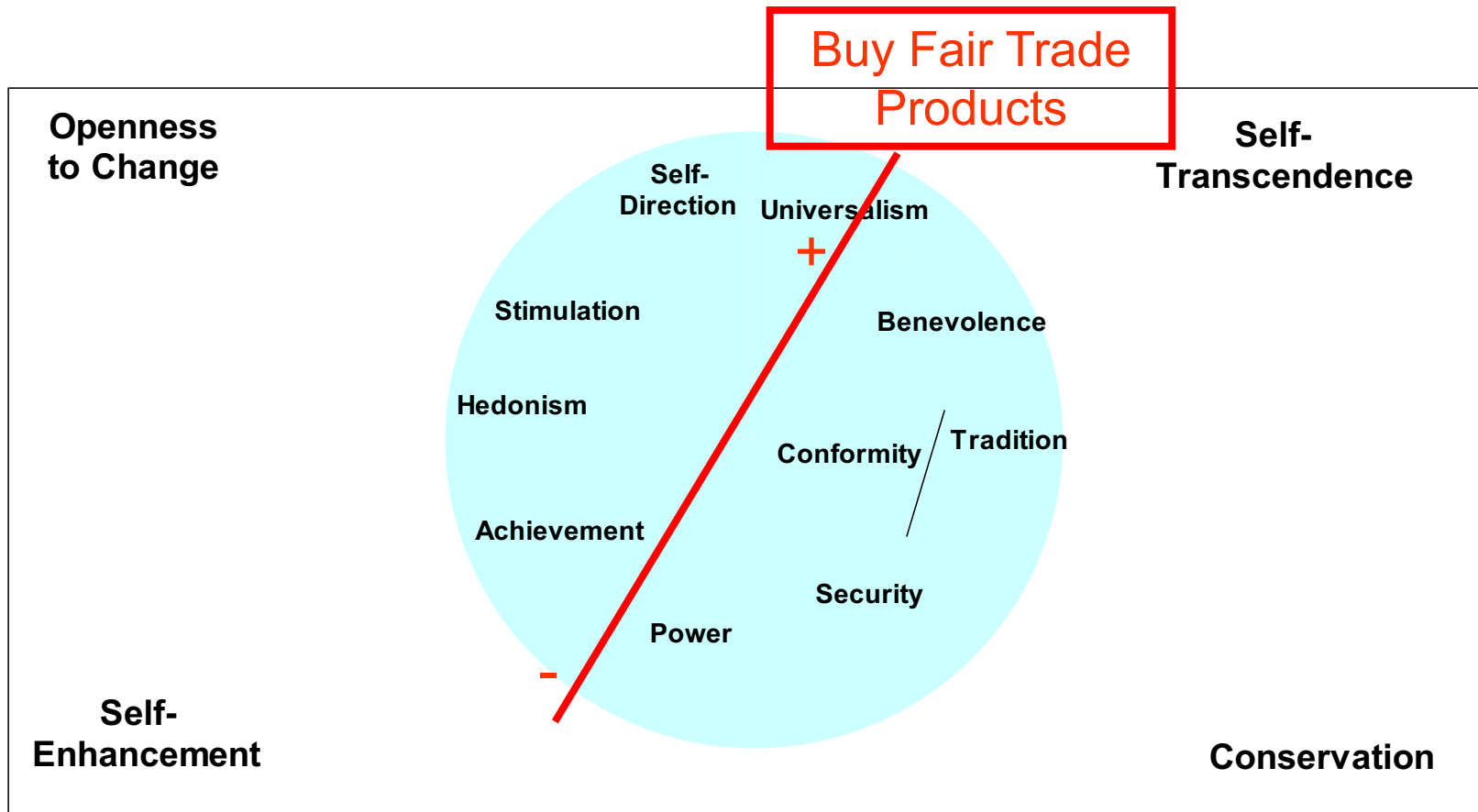Adjacent values in the circle have similar relations to any attitude or behaviour

Seesaw Effect

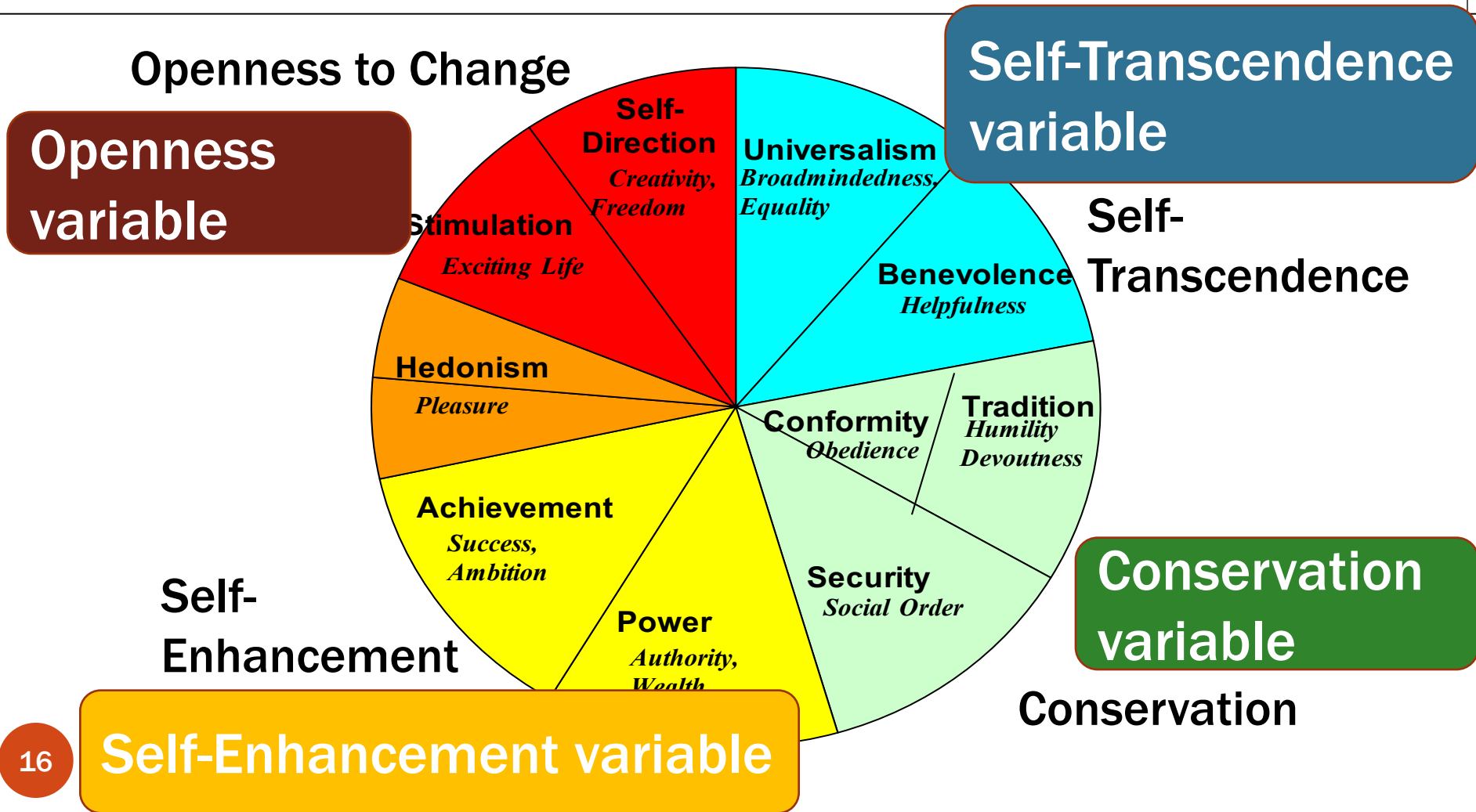An attitude or behaviour that positively relates to one value is often negatively related to the conflicting values.

Power

Universalism

Hypotheses derivation

Refined Theory of Values (Schwartz et al., 2012)

Expected Joint Structures with Values (Schwartz, 1992)

Openness to Change

Openness variable

Self-Transcendence variable

Self-Transcendence

- Self-Direction — *Creativity, Freedom*
- Universalism — *Broadmindedness, Equality*
- Stimulation — *Exciting Life*
- Benevolence — *Helpfulness*
- Hedonism — *Pleasure*
- Tradition — *Humility Devoutness*
- Conformity — *Obedience*
- Achievement — *Success, Ambition*
- Security — *Social Order*
- Power — *Authority, Wealth*

Self-Enhancement

Conservation variable

Conservation

Self-Enhancement variable

Unethicality

- <u>Intentions</u> to engage, the <u>attitudes</u> towards, and the <u>actual participation in</u> behaviors that violate widely accepted social ethical norms (Rest & Barnett, 1986)
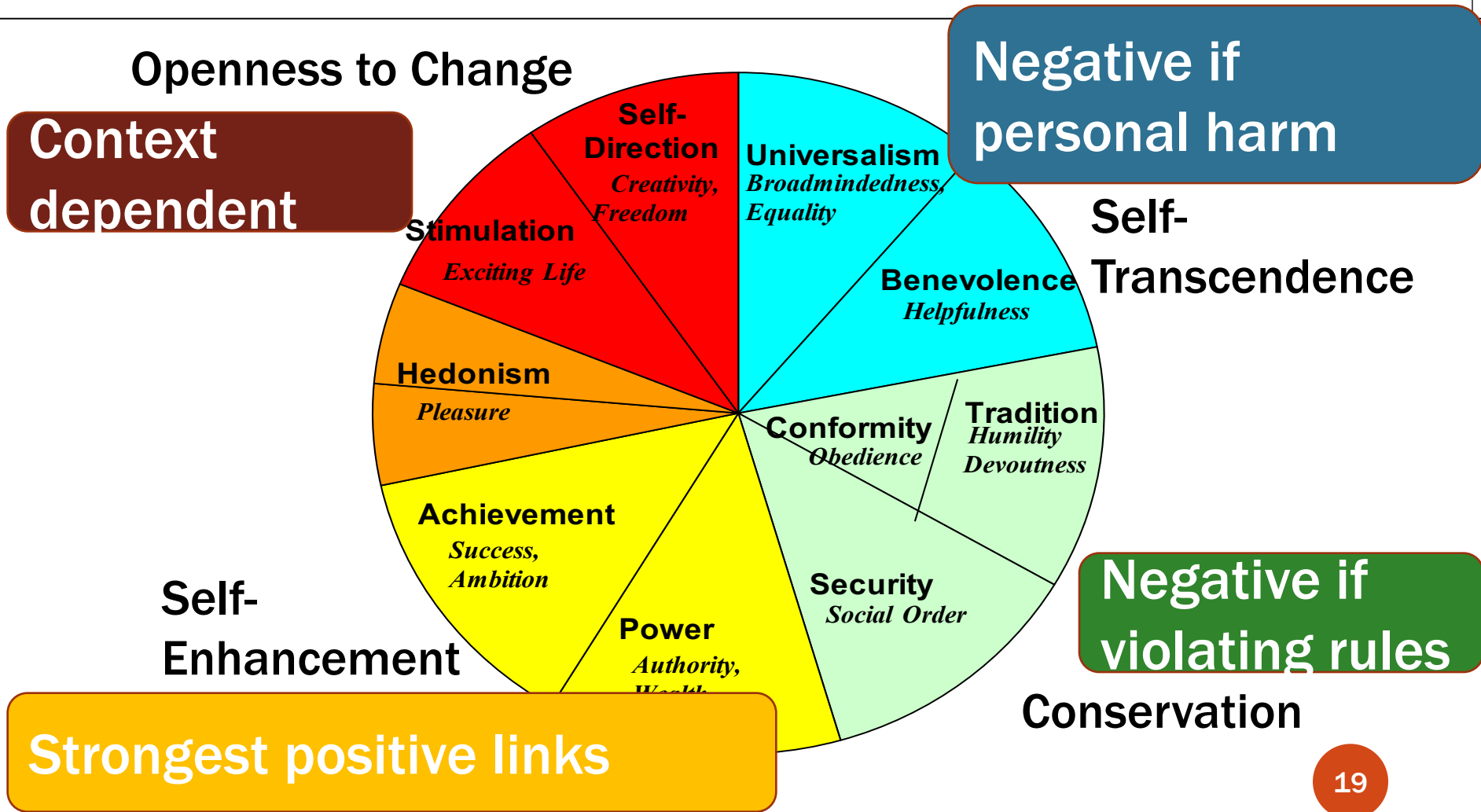
- Active: <u>Lying</u> (dishonesty) proclivity, <u>deceit</u>, <u>cheating</u>, <u>stealing</u>, <u>sabotage</u>, and <u>bribery</u>

- Inactive: <u>concealment of others' misconduct and violation of laws </u>or prevalent moral codes through inaction.

Research Gap - Motivations Underlying Unethicality

- Kish-Gephart et al. (2010) reviewed 30 years of behavioral ethics, calling for an overarching organizing theory that would help gain a better understanding of the <u>underlying motivations</u> that drive or inhibit unethical behavior and calling for studies with diverse methodology across samples.

- Trevino et al. (2006) recognized an <u>over-emphasis of cognitive aspects over motivational drives</u> in behavioral ethics research and have called for further research that would combine <u>theory development with methodological rigor</u> into this relatively neglected area of study.

- Until recently, studies examining the relationship between <u>specific values</u> and unethicality have shown <u>very mixed findings and limited support</u>

- Few studies have addressed <u>the values system as a whole</u> and empirically tested their relationship <u>across social contexts</u>

Expected links of Values to Unethicality

Openness to Change

Context dependent

Negative if personal harm

Self-Transcendence

Negative if violating rules

Conservation

Self-Enhancement

Strongest positive links

Self-Direction
Creativity, Freedom

Universalism
Broadmindedness, Equality

Stimulation
Exciting Life

Benevolence
Helpfulness

Hedonism
Pleasure

Conformity
Obedience

Tradition
Humility Devoutness

Achievement
Success, Ambition

Security
Social Order

Power
Authority, Wealth

Study 1 Meta-analysis - Values and Unethical Attitudes

- A meta-analysis on 12 samples from all over the world using diverse values and unethicality measures (N = 105,928).

- Samples 1 to 8 from China, Hong Kong, Taiwan, Singapore; samples 9-12 international.

- 10 samples (N = 2,870) measured personal values and unethicality attitudes using established scales and were specifically collected for the purpose of this paper.

- The two other samples (N = 103,058) were large archived datasets: the European Social Survey (ESS, round 5, 2010, 32 countries) and the World Values Survey (WVS, 2008, 40 countries)

Table 1

Meta analysis list of collected studies.

#	Sample population	N	Values measure	Unethicality measure	Country
1	Students	204	SVS	Unethicality attitudes	China – Guangzhou
2	Students	216	SVS	Unethicality attitudes	China – Shanghai
3	Students	250	SVS	Unethicality attitudes	Hong Kong Special Administrative Region
4	Students	262	SVS	Unethicality attitudes	Taiwan
5	Students	196	SVS	Unethicality attitudes	Singapore
6	Students	196	SVS	Unethicality attitudes	China – Shanghai
7	Students	315	SSVS	Unethical decision making	Hong Kong Special Administrative Region
8	Students	603	PVQ-21	Unethical decision making	Hong Kong Special Administrative Region
9	Yourmorals.org	476	SVS	Unethicality attitudes	International
10	MTurk	158	PVQ	Unethical decision making	International
11	European Social Survey	50,781	ESS	Unethicality attitudes (3 items)	Europe (32 countries)
12	World Values Survey	52,277	SSVS	Unethicality attitudes (4 items)	International (40 countries)

Study 1 Measures

- Personal values: SVS, SSVS, PVQ, PVQ-21
- Unethicality attitudes
    - Business Ethics Scale (Farh et al. 1999): 26 one-sentence statements, e.g., Claim credit for peer's work (samples 1-6).
    - ESS data set - three items:
        - making false insurance claims, buying stolen goods, committing traffic offenses (sample 11)
    - WVS data set- four items (sample 12)
      (e.g., avoid a fare on public transport, cheating on taxes)
    - Unethical Decision Making Scale (Detert et al. 2008) (samples 7,8,10)

Measures of Personal Values

Table 2

Measures of personal values used in the meta-analysis

Measure name	Citation	items	Scale	Samples #
Schwartz Value Survey (SVS)	Schwartz, 1992, 1994	57	9-point	1-6, 9
Short SVS (SSVS)	Lindeman & Verkasalo, 2005	10	9-point	7, 12
Portrait Value Questionnaire (PVQ)	Schwartz et al., 2001	40	6-point	10
Short PVQ (PVQ-21)	European Social Survey	21	6-point	8, 11

Note. Further details regarding the scales are provided in the supplementary materials. Items were mean centered and averaged to create the ten theorized types of value and the four high order values dimensions (as recommended by Schwartz, 2009 and Parks-Leduc, Feldman, & Bardi, 2014)

Business Ethics Scale

Please evaluate each statement as either personally acceptable or unacceptable behavior on a 5-point Likert scale
(1 = totally unacceptable; 5 = totally acceptable)

1. Usurpation of company resources

- Use company resources for your own purpose

2. Offering kickbacks

- Give gifts to suppliers in exchange for preferential treatment

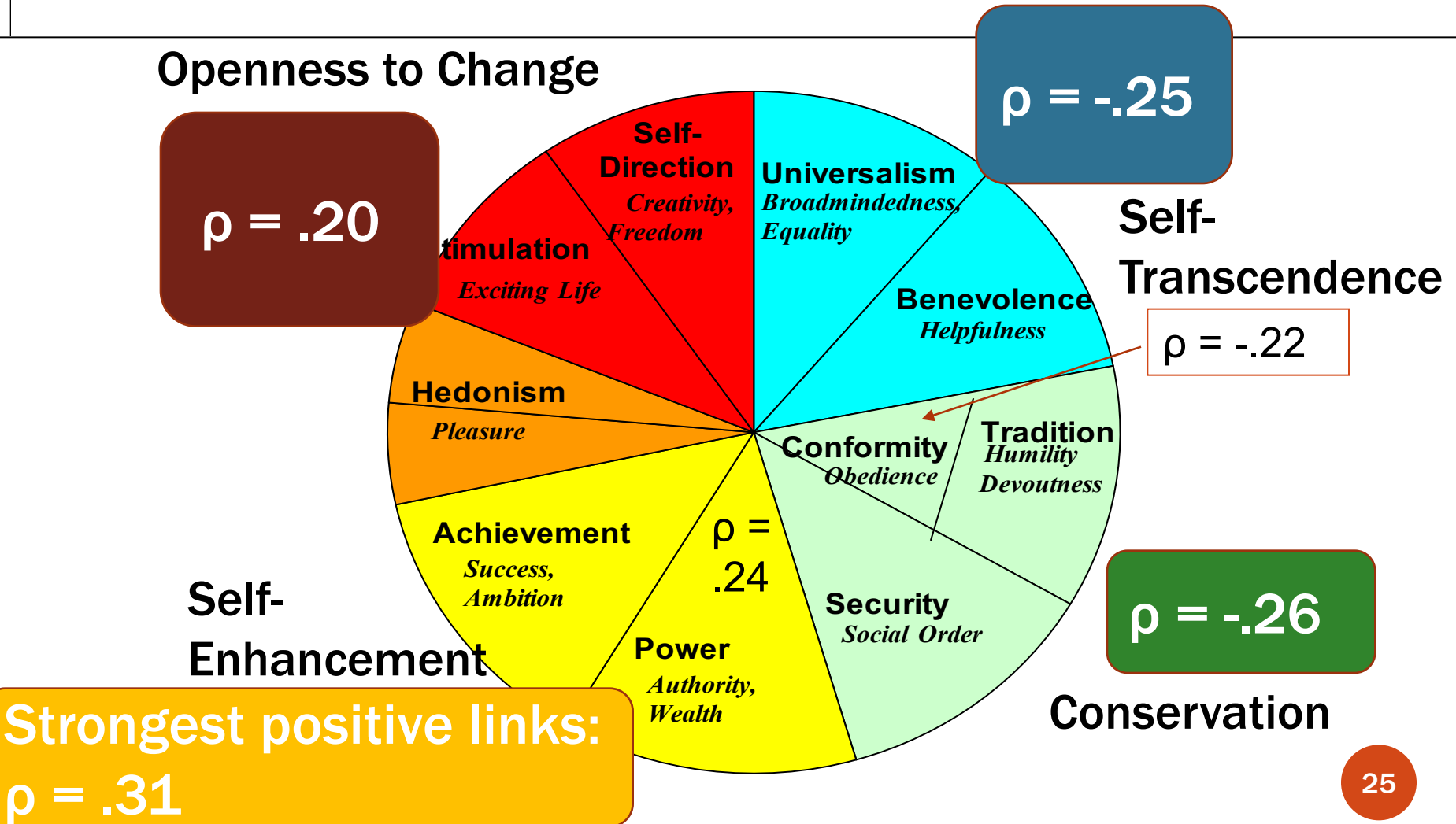**3. Corporate Gamesmanship**

- Claim credit for peer's work

4. Concealment of misconduct

- Not report co-workers' violation of the law

5. Cheating Customers

- Approve a misleading advertisement as long as nobody will get hurt

Meta Analysis Results: All higher-order values have a generalizable effect size (80% credibility interval does not include zero)

Openness to Change

$\rho = .20$

$\rho = -.25$

Self-Transcendence

$\rho = -.22$

Self-Direction
Creativity, Freedom

Stimulation
Exciting Life

Hedonism
Pleasure

Universalism
Broadmindedness, Equality

Benevolence
Helpfulness

Conformity
Obedience

Tradition
Humility Devoutness

Achievement
Success, Ambition

$\rho = .24$

Power
Authority, Wealth

Security
Social Order

Self-Enhancement

$\rho = -.26$

Conservation

Strongest positive links:
$\rho = .31$

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Study 1 Results

Four High-order Personal Values

- All four high-order values dimensions show a generalizable effect size (80% credibility interval does not include zero) with **Self-Enhancement** showing the strongest positive relationship (ρ = .31, CI [.27, .35]), a weaker effect for **Openness to Change** (ρ = .20, CI [.16, .25]), and **Self-Transcendence** and **Conservation** showing the strongest negative relationship (ρ = -.25, CI [-.29, -.21] and ρ = -.26, CI [-.31, -.22], respectively).
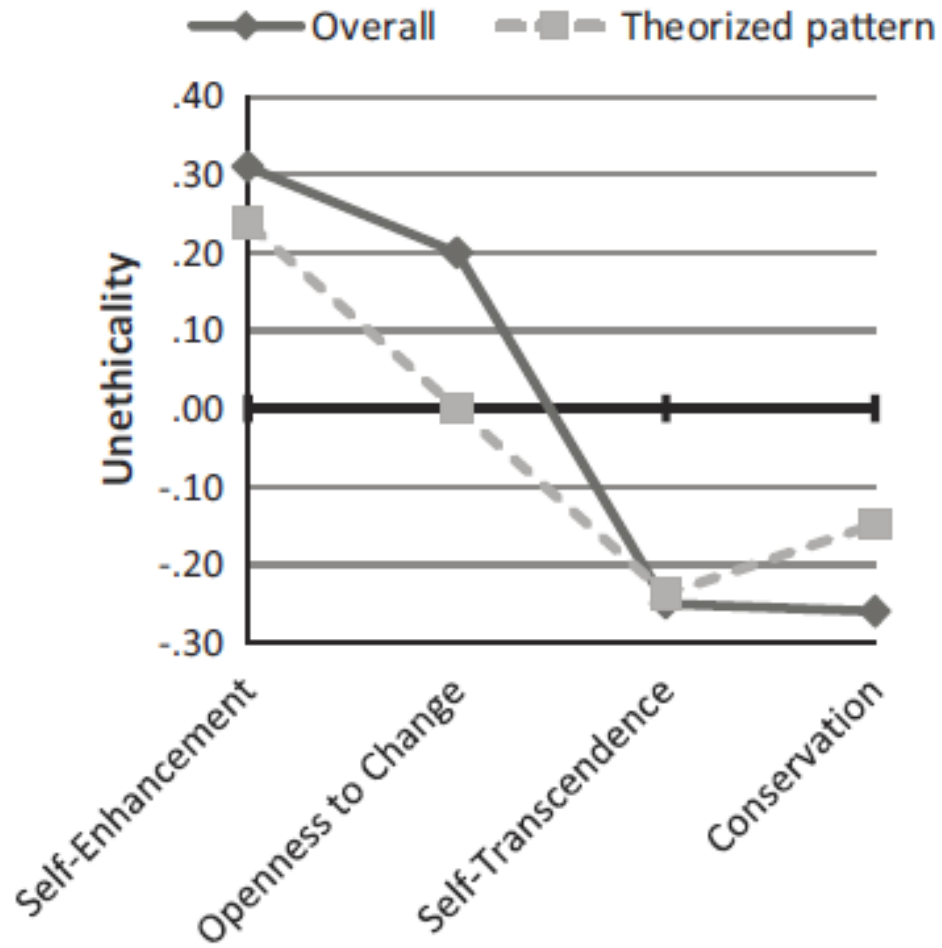
10 Underlying Values

- Nine of the ten personal values demonstrate generalizable effect sizes, with **Power** showing the strongest positive relationship with unethicality (ρ = .24, CI [.19, .30]) and **Conformity** showing the strongest negative relationship (ρ = -.22, CI [-.30, -.14]).
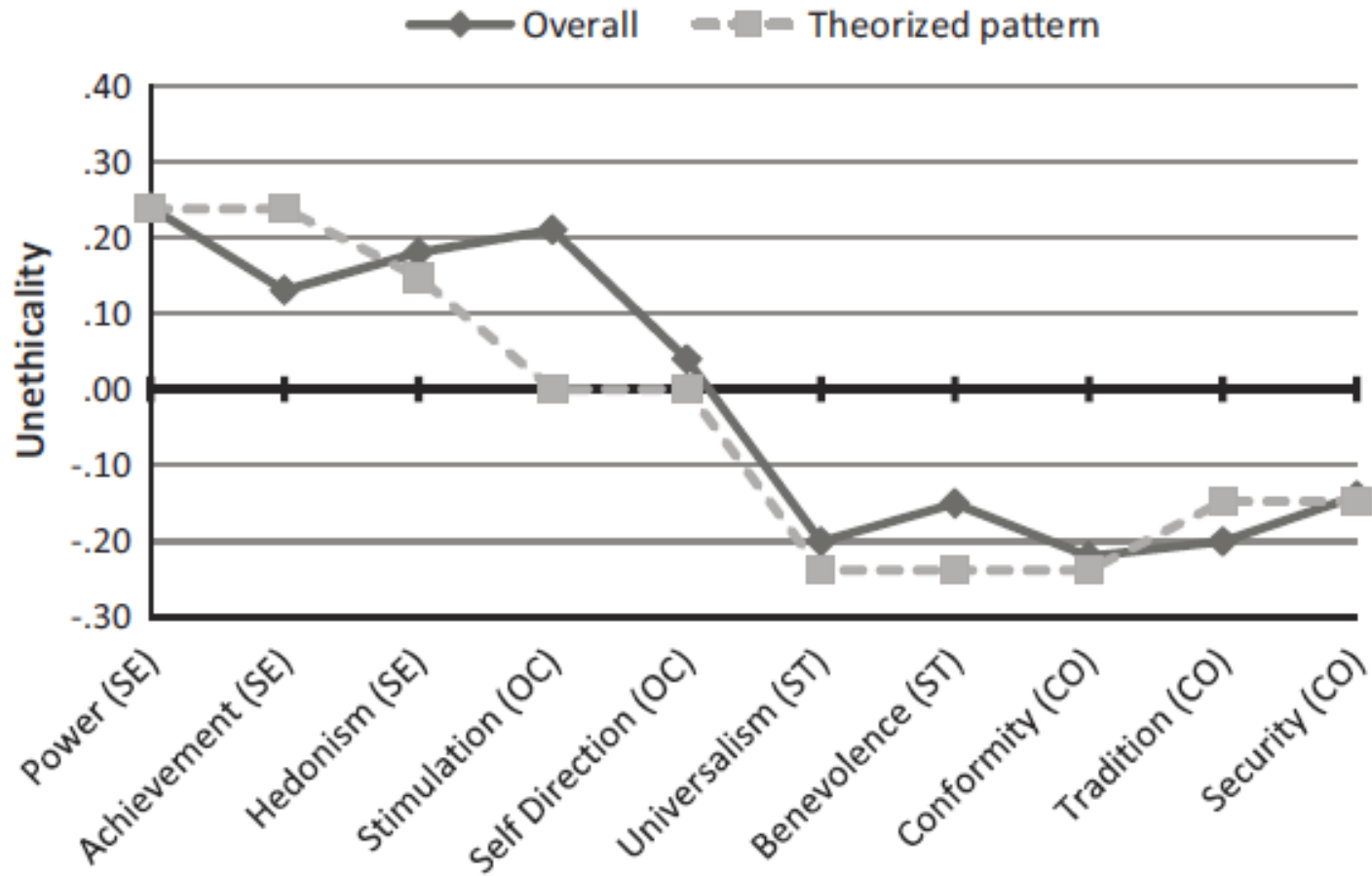
Table 3
Main meta-analysis results.

	k	N	Mean r	ρ	SD_r	SD_ρ	LCV	HCV	% Var
Values categories									
Power (SE)	12	105,928	.16	**.24**	.02	.04	.19	.30	12.20
Achievement (SE)	12	105,928	.10	**.13**	.02	.02	.11	.16	36.18
Hedonism	12	105,928	.13	**.18**	.05	.07	.09	.28	3.76
Stimulation (OC)	12	105,928	.16	**.21**	.03	.04	.16	.26	11.43
Self direction (OC)	12	105,928	.03	.04	.03	.04	−.01	.10	14.45
Universalism (ST)	12	105,928	−.14	**−.20**	.02	.04	−.25	−.15	13.36
Benevolence (ST)	12	105,928	−.11	**−.15**	.02	.02	−.18	−.12	29.02
Conformity (CO)	12	105,928	−.15	**−.22**	.04	.06	−.30	−.14	5.71
Tradition (CO)	12	105,928	−.12	**−.20**	.04	.08	−.29	−.10	5.26
Security (CO)	12	105,928	−.10	**−.14**	.02	.03	−.18	−.10	17.43
Values dimensions									
Self-enhancement	12	105,928	.21	**.31**	.04	.03	.27	.35	18.18
Self-transcendence	12	105,928	−.16	**−.25**	.02	.03	−.29	−.21	20.65
Openness to change	12	105,928	.13	**.20**	.03	.03	.16	.25	16.76
Conservation	12	105,928	−.18	**−.26**	.04	.03	−.31	−.22	14.87

Note: k = number of studies; N = total number of individuals across all studies; Mean r = the average of the uncorrected correlations; ρ = the estimated true score correlation; SD_r = standard deviation of mean r; SD_ρ = the standard deviation of the corrected correlations; LCV = Low Credibility Value – this is the lower limit of the 80% credibility interval; HCV = High Credibility Value – this is the upper limit of the 80% credibility interval; % Var = the percentage of variance that was accounted for by statistical artifacts (sampling error and unreliability of measures). (SE) = self enhancement dimension; (OC) = openness to change dimension; (ST) = self transcendence dimension; (CO) = conservation dimension. Bolded scores have an 80% credibility interval that does not include 0.

Four High-order Personal Values

10 Underlying Values

Study 1 Results

- The relationship was stable across sample types, especially so for **self-enhancement** which was mainly driven by power values, **self-transcendence** which was mainly driven by universalism, and **conservation** which was mainly driven by conformity values.

- The relationship was weaker for the **openness to change** values dimension, mainly because of the weak effect of self-direction.

- The overall finding is that the basic pattern of the relationships appeared across all of the samples, suggesting that <u>the relationship is universal</u>.

- This is not a trivial finding considering that morality and ethicality have long been considered to be culturally bound (Haidt, 2001, 2008).

Study 2 - Cheating on Amazon Mechanical Turk

- Amazon Mechanical Turk (MTurk) for US$0.1 0.

- MTurk, mainly from the US and India. Indian workers found to be:
  - more sensitive to monetary incentives
  - more likely to use MTurk as a main source of income
  - more likely to misreport their real location (Shapiro, Chandler & Muller, 2013).

- N=135 from India (47 females; M_{age} = 30.90, SD_{age} = 8.89).

- Values scale, then presented with <u>an opportunity to lie about their country of residence in return for an additional MTurk bonus</u> (US$0.02).

- Low payout and bonus as most people only cheat a little and mainly when they can justify their behavior in terms of deservingness (Mazar, Amir, & Ariely, 2008).

Study 2 Measures

- *Personal values*. PVQ-21

- *Unethical behavior*. The survey was introduced as being sponsored by a grant from the European Union (EU) research council. Since the grant is supported by the EU the researchers were obligated under EU regulations to pay an additional 20% to EU residents, offered to participants as an MTurk bonus (0.02US$).

- An explanation was added regarding survey anonymity and the inability to determine location due to MTurk's global market, proceeded to list the names of all EU countries, and asked participants to indicate whether he/she resided in any of the listed countries. The built-in Qualtrics location tracker can verify that the participants were indeed not located at an EU listed country.

- Cheating behavior was measured as whether the participants indicated they were residing in an EU member country.

Study 2 - Cheating on Amazon Mechanical Turk

- Unethical behavior: <u>lying in return for monetary gain</u>, a clear violation of norms, but does not entail any directly identifiable harm to others

- Prediction:
  - Strongest positive link with **self-enhancement** values
  - A stronger effect for **Conservation** values than for **Self-Transcendence** values in the inhibition of these unethical behaviors.
  - The cheating context offered no benefits for self-direction, → did not expect that **Openness-to-Change** values would be related to this behavior.

Table 5

*Study 2 - Descriptive statistics and correlations table*

	M	SD	1	2	3	4	5	6
1 - Cheating	.13	.33	-					
2 - Self-enhancement	-.21	.46	.20*	(.81)				
3 - Self-transcendence	.17	.42	.10	-.48***	(.89)			
4 - Openness to change	.11	.47	-.14	-.25**	-.20*	(.88)		
5 - Conservation	0	.40	-.20*	-.53***	-.16	-.32***	(.87)	
6 - Age	30.90	8.88	-.06	-.22	.15	-.02	.14	-
7 - Gender	-	-	-.09	-.27	.17	.01	.16	.12

Note: N = 135. Values on the diagonal in parentheses are alpha coefficients. Correlations for personal values dimensions are based on iptized scores (Schwartz, 2009). Gender was dummy coded as male = 1 and female = 0. ⊤ *p* < .1; * *p* < .05; ** *p* < .01; *** *p* < .001 (1-tailed)

Expected links of Values to Arrogance in Debate? Quite similar to unethicality:
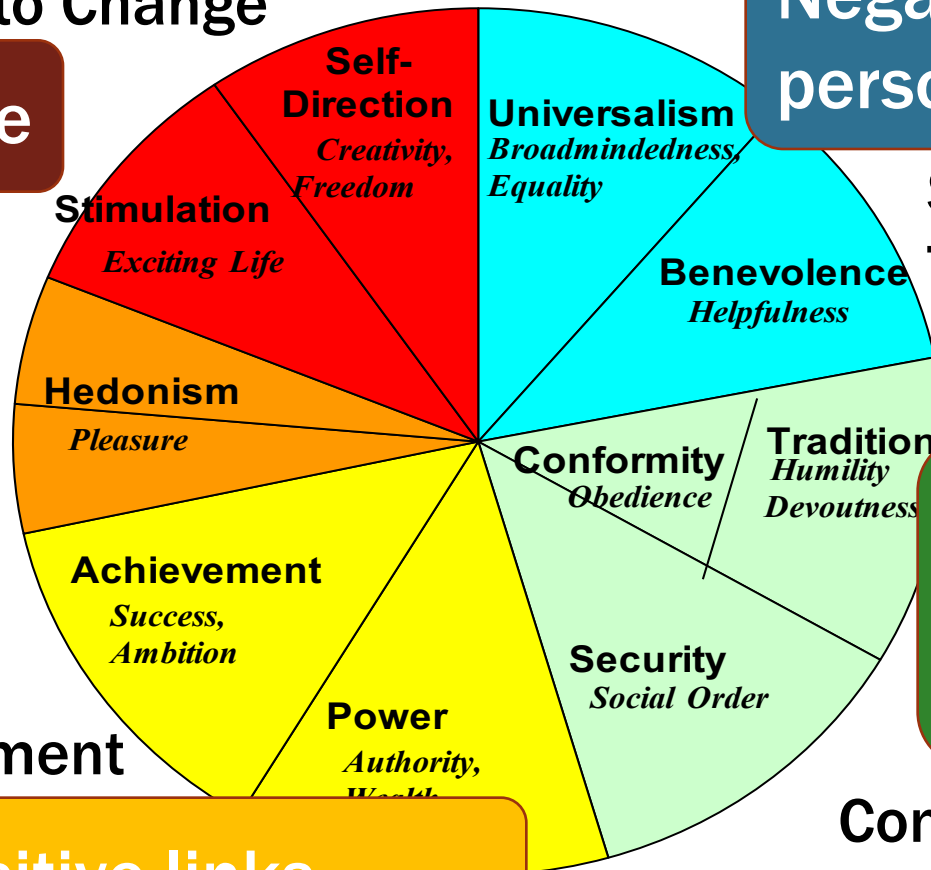
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- **Gilad Feldman**

The Common Cause for some of the graphics

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